



**Brewers Association**  
**Craft Brewers Conference & BrewExpo America®**  
**Sheraton Chicago Hotel & Towers**  
**Chicago, Illinois, USA**  
**April 7 - 10, 2010**

## Craft Brewers Conference Nightly Event Sponsorship

\$12,500 per event / per evening

(One of two official events available per evening on Thursday or Friday)

This is an opportunity to be the host of one of two officially sponsored nightly events and support the 2010 Craft Brewers Conference. Your company's event will be highlighted in front of the beer and brewing industry as one of our official nightly events at the 2010 conference. Your company will plan and produce the event and we will work with you and your team to promote the event on a designated evening and market it our attendees as the place to be for social networking, while enjoying their visit to Chicago.

As a sponsor your company will receive the following sponsorship benefits –

- Two (2) Full-Conference Registrations (World Beer Cup dinner is not included, but tickets may be purchased)
- One exclusive email sent to conference attendees one day prior to your sponsored event. This email will be created with your input and sent by the Brewers Association to highlight the details of your event
- The sponsor will be included on a pre-conference email to the full Brewers Association database highlighting our 2010 sponsors and the social events happening at and around the conference
- The sponsor will be included on a post-conference email 'thanking' our 2010 sponsors for their participation
- The opportunity to distribute or display your company's marketing materials on a table top display in a prominent location at the event
- The opportunity to hang sponsor banners around the event (banners would be 5' x 8' max. size and provided by the sponsor)
- The Brewers Association will create signage that will be placed in a prominent location at the event
- The right to have a 1/3 page square (4.875" x 4.75") ad placement in the March / April issue of *The New Brewer* magazine. This ad size may be upgraded at an additional cost to the sponsor. Digital artwork due no later than February 15, 2010

Brewers Association  
736 Pearl Street • Boulder, CO 80302 USA  
Business Development Manager - Chris Pryor  
1.303.447.0816 (ext. 143) or Pryor@BrewersAssociation.org  
www.CraftBrewersConference.com

- The inclusion of your company's logo on all available Craft Brewers Conference marketing materials that recognize sponsors (EPS logo must be received by January 4, 2010)
- The right to use this sponsorship title in your own promotional materials prior to and through the end of the 2010 calendar year
- The inclusion of your company's logo in a Craft Brewers Conference sponsor "Thank You" advertisement in the 2010 Craft Brewers Conference Program and the May / June issue of *The New Brewer* magazine
- Your company's logo will be prominently placed on the Craft Brewers Conference website [www.CraftBrewersConference.com](http://www.CraftBrewersConference.com) for approximately five (5) months before and after the conference.

Thank you for your consideration of this sponsorship opportunity and supporting the 2010 Craft Brewers Conference. To confirm your participation or request any additional information, please contact Chris Pryor at 303.447.0816 ext. 143 or [Pryor@BrewersAssociation.org](mailto:Pryor@BrewersAssociation.org).

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